



Pressemitteilung

## **fabfab becomes The Creative Club:**

### **Europe's leading digital company on the DIY market continues its rapid growth after the Corona lockdown**

Hamburg, August 24, 2021. **The Creative Club (TCC), formerly fabfab, continues its rapid growth on the digital Do-It-Yourself (DIY) market in the first of half of 2021:**

- **Revenue in Germany up by over 70 % compared to the previous year.**
- **Thus, TCC has grown twice as much as the DIY market and even three times as much as the entire German e-commerce market.<sup>1</sup>**
- **TCC's revenue in the Netherlands has grown by an impressive 130 %.**
- **Thus, the Hamburg and Berlin based company enhances its leading position in Europa as a digital creative platform.**
- **For the future, further international expansion is planned. The goal is to become the global market leader in the 100 billion Euro DIY market.**

fabfab (fabulous fabrics) began as an online shop for fabrics and sewing supplies. Today, the company from Hamburg is a digital heavyweight offering more than 30 000 physical DIY products and over 70 000 digital patterns and e-books via 15 Europe-wide online platforms, such as [stoffe.de](https://stoffe.de) and [makerist.com](https://makerist.com). In order to reflect this extensive product range in the company name, the leaders renamed fabfab "The Creative Club" (TCC). The design and identity of the brand were developed by Jung von Matt.

Dr. Andreas Seifert, CEO of The Creative Club, about the brand relaunch: „With The Creative Club, we are heralding a new era. A name that illustrates our community spirit and symbolises the creativity of our products and the entire company. A new global platform for creativity is emerging.”

With more than 600 new products a month, The Creative Club is an innovation engine, sending over 4000 parcels from the central warehouse in Schenefeld across the world every day. In the spirit of sustainability, 30 % of the imports are returned into the product life-cycle as surplus.

„We live our business with the absolute passion to make our customers happy”, Seifert explains. “With lots of energy, ideas and boldness, we turn our customers into fans of our club. It is not only about products, inspiration and community exchange for their next DIY project. We also want to contribute to their well-being with our work and dedication”, says Seifert. Roughly 91 % of consumers find creative work relaxing. 93 % find creative DIY fun and regard it as their passion, 87 % as an individual achievement.<sup>2</sup>

You can hardly find more purpose.

Key factor for its successful value creation is the strong company culture. To the roughly 337 employees from 35 nations at two locations (Hamburg and Berlin), TCC is more than just a job. Every

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<sup>1</sup> bevh – Der E-Commerce-Verband, 2021

<sup>2</sup> fabfab Brand Strategy Study, 2020



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employee is involved in shaping the company, takes on responsibilities and shares own ideas with the team. Flexible work hours are as granted as an open feedback and error culture as well as a female quota of nearly 50 % at the executive level and 70 % in the entire company. Dogs, yoga lessons, fresh fruit and regional cooking round off the work environment, thanks to the Feel-Good-Team.

### Editorial Note

Find further information under: [The Creative Club](#).

### About The Creative Club

[The Creative Club](#) is Europe's leading digital company on the Do-It-Yourself market. Besides the German creative platforms [stoffe.de](#) and [makerist.de](#), the company engages in eleven other European countries and exports to more than 50 countries all over the globe. The range includes more than 30 000 physical DIY products and over 70 000 digital patterns and e-books. The Creative Club employs about 337 people from 35 countries at their sites in Hamburg and Berlin.

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